WEEKLY REVIEW

The Greatest Stunt in the History of Calendar Selling

¶ T. R. Gerlach breaks all calendar selling records with $7000 in one week.

¶ Increase of 100 per cent for year still maintained by G.-B. sales force.

¶ Call from Mr. Gerlach for a BIG LAST WEEK in January. Every G.-B. Salesman must respond.

¶ G.-B. House Calendar makes a pronounced hit.

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

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THE GREATEST SELLING STUNT IN THE HISTORY OF THE CALENDAR GAME!

That's what Mr. T. R. Gerlach's third week was, and it was done in the regular way, that is to say, there were no phenomenally large orders, although there were a lot of good ones. They were made in practically the same towns where he got his big week last year. Then he did a business of a trifle over $6,000.00. Last week, which was the week ending January 16th, he did a business amounting to $7,000.00. Our total sales may not figure up quite as much as the sales of one or two of the older houses. We may not have as many salesmen who can sell a thousand dollars a week at this time, but we will gamble a pair of gold cuff buttons that no other calendar men have this year sold as much in one week as Mr. Gerlach did last week. We doubt if any three men have done it in one week.

It is true that Mr. Gerlach is an officer of the Company. It is probably true, also, that this fact has helped him to get business, but aside from the prestige which naturally comes to a man who is intimately connected with the house, his stunt was one of pure salesmanship. For the time being he was a salesman and not Vice President of the Gerlach-Barklow Co. He gave no concessions to customers which any other salesman could not give. With one exception he took no order that any other salesman could not have quoted the price just as well as he did without reference to the house. Furthermore, he got most of the business in direct competition with some of the leading calendar houses of the country and some that are not leading, in fact, such a strenuous effort was made to secure the business that any kind of prices were made in several instances. Mr. Gerlach is going to tell the story of his week so far as it has to do with the calendar business and the G.-B. line, but he has left us to tell about the orders themselves.

Last year he made this trip a week later, but this year a salesman who was with us at that time and who lives in Joliet and has since gone back to his old house, began making an active canvass of the city. As he lives here and is a patron of many of the merchants, there was no question but that in a city of this size he would secure some orders. He also misrepresented his relation with this Company and it was likely that through sympathy he might get some orders. Mr. Gerlach therefore decided that it would be wise to do a little work here in Joliet and he spent Monday and Tuesday at home. If any of you have attempted to work your home town when it is known that you are going to be here all the year, you know how difficult it is to corner your customers. Mr. Gerlach had this difficulty, in fact, two specially good prospective customers were out of town and could not be seen.

His first customer was a bank. Ordinarily, he would have sold them only one subject, but the President liked one thing and the Cashier another, and as a compromise they took 2000 of "Lincoln in '61," size 15x24 and 2000 of "An English Fishing Village" in series M2, the order amounting to nearly $950.00.

His next customer was another bank. Formerly they have been buying several subjects. This year for general distribution they bought a single subject and they selected that splendid landscape "Autumn in the Tyrol," made up in a 15x20 De Luxe, picture cut oval. The order calls for 4,500 of this style, 500 of the same thing in series D27, and wound up with 150 jumbo hangers "Raising the First American Flag," which they insisted on having. The order amounted to nearly $1100.00. Both of these banks showed a decided increase over their orders of last year.

Next a local newspaper placed their order for carrier's greetings, amounting to $120.00. A coal dealer bought a thousand of "The Little Mimic" in series D27, with a quantity of plain business calendars, the order amounting to over

$150.00. A lumber and coal dealer bought 500 De Luxe series D16, the subject used being "Marion." They also use a large hanger and selected 200 of the jumbos, using "The Sentinel," the order amounting to nearly $200.00. A coal and ice dealer bought 500 De Luxe, using "A Merry Christmas," in the 8x14 size. A carriage dealer bought a small order amounting to about $60.00, using "Ready for a Canter" and "In the Park." Another lumber dealer bought "Violet" in series D803. This is the new size for this subject, and made up in the De Luxe style it will make a splendid calendar. He bought only 250, and with other calendars for a special purpose, the order amounted to a little over $100.00. An order for 2400 blotters, amounting to $17.00, helped out. Then there was an order for 5,000 small calendars for another newspaper, amounting to $160.00. A firm of insurance agents bought 2,000 small calendars, amounting to nearly $100.00.

All together, his business for the two days amounted to $3100.00. His business for the first day amounted to $2450.00. This broke his best record for a single day's work.

He left Joliet Tuesday night and got into his next town ready for business Wednesday morning. His one good customer in the town, a Bank, buys several subjects, and as it enables them to use more calendars, Mr. Gerlach has always been willing to accommodate them, particularly as he has not made it a point to sell the other Bank. Their order was secured after spending considerable time making a selection and it amounted to just a little under $600.00. He had a few minutes to spare with the other bank, which, as we said, he has not heretofore been selling. Last year they bought of the Murphy Co., but their calendar didn't make anything like the impression that the other bank's calendars made, so they were ready to consider a proposition from Mr. Gerlach. Of course, they expected the best things to be taken by the other fellow and told him so, but Mr. Gerlach thought he had just one subject that was a little bit the best thing that would be put out as a calendar next year and which had not been taken by the other fellows. It was "Lincoln in '61." He had only a few minutes in which to discuss the matter before the Cashier had to leave and he was unable to secure the order, but he filled out a blank and left it with him to sign when he came back that night, and told them that he would call them up by phone next morning for a confirmation of the order. The order that he filled out called for 1750 each of series M13 and M27, also 500 of the green reverse business calendars. Altogether the order amounts to well on towards $500.00. This was his Wednesday's business. He got the desired confirmation and the order came in by mail the next day.

On Thursday he went to one of the largest towns in his territory. Unfortunately, he found two of his best customers out of town, customers who last year bought of him over $1800.00 worth of calendars. This certainly looked bad for breaking any records, particularly as one of the customers uses his calendars for local distribution and he did not feel that he should show his line to anyone else before this customer had seen it. But there were several people who used their calendars for general distribution. One of these was a coal company and he sold them 1000—15x20 De Luxe. Mr. Gerlach sells everything De Luxe if he can, and the subjects used were "Lincoln in '61" and "Doris." Incidentally, one of the head men in the office of this company has a cousin who is working for the Osborne Co., and the regular Osborne man gave him permission to get this order. All the influence that could be brought to bear was exerted without avail, although there was a "Subject-to-countermand" order given one salesman and it was promptly countermanded. This order, complete, amounted to nearly $300.00.

The next customer was one that had been sold later in the season. It is a pretty fair order and all of the calendar salesmen were after it, but the manner in which we handled the order last year was so satisfactory that Mr. Gerlach was given the first chance, and that means that the others had no chance at all. While the order was being written up a telegram was brought in from a new company that is making more or less noise as an echo of the combine, asking them to hold off placing their order until they could present a special proposition, but the order was signed and the special proposition will have to wait. The order amounts to $860.00 as it stands, but the chances are that it will be materially increased before the season is over.

This last order was a wind-fall in addition to what he got last year, but it didn't make up for the loss of the two orders the buyers of which were out of town. The only thing to do was to go some place else. He used the long distance phone, but was unable to make the appointments he desired, so decided to run out and visit one of the smaller towns where there are four banks that use calendars. He got part

of the business last year, but the bulk of it went to other houses. This time he got all four of them. The first order called for "An English Fishing Village" in the 15x20 mount and 125 Jumbo hangers "Raising the First American Flag," the order amounting to about $250.00. The next one was an order for 800 mounts and 300 reverse hangers, two subjects being used, "Autumn in the Tyrol" and "Twilight," the order amounting to well over $100.00. The next bank bought 1500 mounts, 500 of the 15x20 size and 1000 of the 7x10, with 500 hangers, the entire order amounting to practically $200.00. The last bank, one that has always been hard to handle and the buyer declared when Mr. Gerlach came in that he would not place an order, finally did give him an order amounting to nearly $100.00.

He returned to his large town and Saturday morning was fortunate enough in meeting one of the buyers who had been out of town. This was a coal dealer, for whom we made a special last year after the same style of a special made for him the year before by the Murphy Co. They were greatly pleased with the work we did for them and considered it the best thing that he had ever used. Mr. Gerlach framed up another special, using the same background, and secured their order, amounting to close to $1000.00, an increase of about $300.00 over their last year's order. This order was closed before noon, after which he left for home, arriving at the office shortly after four o'clock.

This is a week's record that we think will stand for a long time unless Mr. Gerlach himself should decide to break it next year. Of course, had he secured his one large order for the week, that is, the largest that he secured last year, he would probably have added another $2,000.00 to his total.

MR. GERLACH MAKES A REQUEST.

My Dear Fellow Salesmen:

I wish I had time to write each of you a personal letter, but you will remember at the Convention I promised you $15,000.00 for January. At this writing it would probably be safe to take a day or two off, but I am not going to do so until I reach the above figures. However, I will promise now that when this month is over I will write you individually and tell you how much I appreciate the splendid work which most of you are doing.

At the Convention I asked for a 50% increase, and felt that I was asking a great deal of you, but instead of a 50% increase over our splendid first year's business, you have thus far given us practically 100%. But since being in the field for the past three weeks I am not at all surprised as I have met in competition all the leading houses, and have yet to hear a customer say that the other fellows have us beaten. In view of this fact you all ought to get a good business, and I hope that every man on the force will do his best not to lose a day for at least the first three months of the year. It is the steady grind that wins. I left my home Sunday night at 9 o'clock so that I would be on the ground promptly at 9 this morning. A good start usually means a good total at the end of the week.

Many of the men are doing exceptionally fine work and I know they will keep in up. Take Mr. Cies for illustration. His sales the first two weeks more than equal his total of five weeks a year ago, and you will note he has sent in business every day. In fact, he has agreed not to miss a day until July, and I have every reason to believe that he will accomplish this result, which will certainly be a great record. Many others have done nearly as well, but unfortunately we find some few of our good and promising men sending in blank reports. Now if Cies, Woodman, Fadely, Coleman, Barber, Byron, Roberts, McDonald, Parks, Ungerer, and others can send in orders every day, don't you who are sending in two, three and four blank reports a week feel that you ought to do better. You have the same line, the same house back of you, and no doubt just as good territory; and we at headquarters would certainly appreciate a little special effort on your part to make your daily business standing show up better.

I am going to ask as a personal favor that every man put forth his best efforts the last week of this month and make it the banner week of the year in this respect. Let's have at least thirty men with business every day, and as many more with orders five days out of six. If you will each of you constitute yourself a committee of one to see that this request is complied with we will make a star record, and will close January with a business which we

would have considered impossible a month ago. We are going to need some such help as this if we succeed in keeping up the percentage of increase which we have been making thus far, for our fourth week last year was the biggest week of the year. So we will all have to do some pretty tall hustling.

This far there have been but few of our men who have demonstrated that they could not sell calendars. In fact so few that we have found it impossible to assign territory for several applicants who are waiting for an opening, and we hope the few of you who are not getting satisfactory results will make a special effort this next week, and see if you cannot do some business each day, even if it is small. We would rather see a new man sell $25.00 per day for six days, than to send in orders for from $200.00 to $400.00 for two days, with bank reports for the balance of the week.

Do not fear competition. Insist on showing your line, and in nearly every instance you can get an opportunity to do this, and while you cannot hope to close an order every time you do so you are bound to get some good business practically every day .

Now do not forget the week of Jan. 25th to 30th: We want you to make a supreme effort to get business every day. Even if you fail the extra effort you exert will earn you larger commissions, and a good strong finish the last week of the first month by the entire force will make it possible to show a full 100% increase over the corresponding month of a year ago.

This means a tremendous business, but not any more than our splendid sales force is capable of producing, and if we can double our first month we will unquestionably be able to hold this splendid lead throughout the year, which if accomplished will establish another new record for the "House That Does Things."

I, for my part, will be in the field every day, and can promise you now that when February 1st arrives I will have the $15,000.00 which I promised during the Convention,—and then some,—and I hope every man on the force will do his best to make his gross sales at that time reach as high a total as possible.

Assuring you that I will personally appreciate any extra effort which you may put forth during the last week, I am, with best wishes,

Yours very truly,

THEO. R. GERLACH.

WEEK ENDING JANUARY 9TH.

The G.-B. salesmen are certainly doing great things this year. For the week ending January 9th, regarding which we have already had considerable to say, we have made a gain of almost exactly 100%. Not only has the volume of our sales increased enormously, but the number of orders has also increased in almost the same proportion. The average size of the order this year as compared to last year is larger by $5.00 each, so that it will be seen that we are not only getting a larger volume of business, but we are selling to a very much larger number of people. The results are exactly satisfactory any way we look at it, and the individual salesman should be greatly encouraged. The reception given the G.-B. line could not be better, and had we the trained sales force and the complete advertising list which our competitors have, we would, no doubt, be leading the entire field, for everywhere we go we hear the same comment on our line,—"It is the best that has been shown." Unfortunately, we cannot be everywhere first, and as a consequence many of the orders will be placed before you get around. This need not worry you, for there will still be lots of orders to be placed all the year through.

There are still some salesmen who think it is too early to sell calendars. The results of our first three weeks work ought to demonstrate to the most skeptical that they are mistaken. Furthermore, while we have been doing great things, we have not been doing it all by any means and the reports we hear from several of the other leading concerns is that they are doing more business than they ever did before. This proves conclusively that we have a splendid field for high-class art calendars. The possibilities were never greater than they are right now.

TITLE-LEAVES FOR DE LUXE CALENDARS.

We have received several orders in which salesmen have made a deduction on account of title-leaves to be omitted from De Luxe Calendars. This is wrong as the price of the calendar includes printing the title-leaf on the second sheet, and these should not be omitted under any circumstances.

STANDING OF G.-B. SALESMEN FOR THE WEEK ENDING JANUARY 9th, 1909.

	Sales Old Men.	Sales New Men.	Days Business.	No. of Orders.
Albert	10		4	15
Atherholt		5	2	7
Barber		2	1	2
Barclay		44	7	20
Bayley		29	5	16
Beecham				20
Beelman	17		1	12
Betton		33	6	19
Bing				12
Bridgett		33		17
Bruce	19		4	16
Byron		3	2	4
Carroll			3	19
Carter	16			8
Cigs	8		1	9
Coleman	9		1	10
Considine		34	6	18
Coulter		26	4	16
Ellis		44	7	20
Fadely	26		1	12
Fairbairn	27		3	15
Finley	12		3	14
Frank		37	5	17
A. E. Gerlach	22		1	13
K. H. Gerlach	2			7
T. R. Gerlach	1		1	1
Givan	29		6	17
Greenhalgh	30		5	18
Grossman		15	3	13
Harlow		44	7	20
Hayes		6	4	17
Henaghan		38	5	18
Howe		30	5	17
Huffert		21	3	14
Jackson		31	5	18
Keen		28	4	17
King		27	4	17
Kirsch		40	6	19
Lambert		13	1	8
Lindon		4	3	14
Lott	28		5	18
Lindsley	7		1	8
McBride		39	6	19
McCully	28		3	15
H. B. McDonald		9	1	12
W. A. McDonald		8	3	16
McFadden		10	1	12
McLaughling		29	4	15
Marks		41	6	19
Meyer	15		1	11
Moore	14		5	16
Morton	18		5	14
Myers	24		4	17
Osmun		12	2	14
Paige		17	2	13
Parks		36	5	17
L. I. Peirce		25	5	15
Peyton & Co.		43	6	19
W. B. Pierce		23	6	17
Publow		19	4	17
Reilly				3
Roberts	25		3	15
Rosenfield	4		1	3
Rowe		11	3	11
Saxton	31		5	18
Scatchard	11		3	15
Scott		35	5	18
Shepard	3		1	8
Shimmin				
F. A. Smith		24	3	15
H. E. Smith	20		4	15
Thompson	5		1	3
Ungerer	6		1	11
Urmson		44	7	20
White		22	4	17
Whittier		18	4	16
Williamson		16	6	19
Wallace		7	4	14
Woodman	13		1	10

THE WEEK IN DETAIL.

Gross Sales—Old Men.

Mr. T. R. Gerlach, of course, is No. 1, with 2 orders amounting to $2807.91, making his average for the first two weeks over $3,000.00 a week. Mr. Gerlach has not opened his sample case a single time this year without making a sale, and he has called on very few people without opening his case. Of course, the majority of his business is from old customers, people he has been selling for several years, but there are a number of substantial orders from new customers. Everywhere he went his customers were pleased with their goods, and in a number of instances he secured orders from new customers on the strength of the work of the G.-B. Co. which they saw distributed in their towns.

Mr. K. H. Gerlach is No. 2, with 13 orders, amounting to $1756.00. On Thursday he had to give up work after securing one order amounting to $93.00.

Mr. Shimmin is No. 3, with 12 orders, amounting to just under $1400.00. One of his big orders will probably be more than doubled within the next thirty or sixty days, in fact, he took the order in such a way as to include the increase, but gave them permission to reduce it if they found it advisable to do so. As Mr. Shimmin's orders usually stand, we imagine that a few weeks later this sales will be helped out by a nice increase from this source. On Monday Mr. Shimmin secured two orders amounting to $303.00; on Tuesday two orders amounting to $150.00; on Wednesday three orders amounting to $200.00; on Thursday three orders amounting to just under $600.00; on Friday he had to be satisfied with a $16.00 order, and on Saturday one order amounting to $127.00. Mr. Shimmin is certainly making a splendid record and he deserves his success.

Mr. Rowe is No. 4, with 20 orders amounting to $959.00. He could not quite bring it up to the thousand mark, but it is so near it that it belongs in that class. On Monday he secured five orders, amounting to $213.00; on Tuesday two orders amounting to $75.00; on

Wednesday three orders amounting to $193.00; on Thursday three orders amounting to $156.00; on Friday four orders amounting to $160.00, and on Saturday three orders amounting to $161.00. It will be seen by this that this business is largely bread and butter business. It will also be seen that if you get enough orders, the total will take care of itself, even if they are small.

Mr. Thompson is No. 5, with 16 orders, amounting to $916.00. His best day was on Monday, when he secured four orders amounting to $360.00. After that his best single day was secured on Wednesday, amounting to $116.00. On Saturday it took five orders to aggregate just under $200.00. This was a good stunt for his second week, particularly when his first week was a blank on account of illness.

Mr. Ungerer is No. 6, with nine orders, amounting to just under $800.00. His best order for the week amounted to $313.00. This was secured on Thursday. On Wednesday he secured two orders amounting to $220.00. The remainder of the week he devoted to bread and butter business and not too much of that.

Mr. Lindsley is No. 7, with 12 orders, amounting to $769.00. His best order was secured on Monday, with one small order in addition, amounting to just under $400.00. His next best day was Thursday, with two orders, amounting to $231.00. Mr. Lindsley has certainly been doing a fine business and he has been doing it every day.

Mr. Cies follows, with 11 orders, amounting to $675.00. There was nothing startling in his record except that he got $100.00 a day or better for every day, except Thursday and Friday. On Saturday it took three orders to amount to $190.00.

Mr. Coleman is only a short distance behind Mr. Cies, with 10 orders, amounting to $631.00. There were only two orders amounting to more than $100.00, which shows that a steady business of medium size orders will produce pretty satisfactory results.

Mr. Albert was sick during the week, being laid up with a severe cold, which caused him to lose three days and he was hardly fit for work for two more days. Even at that he wound up the week with three orders on Saturday, amounting to nearly $400.00, thus making his total for the week a very satisfactory one, nearly $500.00.

Considering that Mr. Scott is working city territory, where it is supposed that early business is hard to get, his record for the week is exceedingly good. His best day was Monday, when he secured two orders amounting to over $300.00. His total is almost exactly the same as that of Mr. Albert, there being less than 50c between them.

Others of the old men who made good records are Mr. Finley, with six orders amounting to $475.00; Mr. Woodman, with 10 orders amounting to $460.00; Mr. Moore, with seven orders amounting to $450.00; Mr. Meyer, with nine orders amounting to $420.00: Mr. Carter, with 12 orders amounting to just 15c under Mr. Meyer's record; Mr. Beelman, with 10 orders aggregating just a few dollars under Mr. Carter. Then there is Mr. Morton, Mr. Bruce, Mr. H. E. Smith, Mr. Osmun, Mr. A. E. Gerlach, Mr. Lott, Mr. Myers, Mr. Rosenfield, Mr. Fadely, Mr. Fairbairn, and Mr. McCully, who have shown good results.

Among the new men are some that take high rank as compared with the old men. For example, Mr. Roberts, who is working in California and who did not get into the field the first week, reports 20 orders, amounting to $1387.00. His best day was Thursday, with three orders, amounting to $643.00. If Mr. Roberts keeps up this gait he will hurry some of the older men to keep ahead of him, and we may say that so far as his reports have been received for the following week, he is proving that his first week's business it not entirely accidental. Mr. Roberts is proving that it does not necessarily take a man of mature years to successfully sell calendars, for he is one of the youngest men on the force.

Mr. Barber has had previous calendar experience, so it is not surprising that he reports business every day, with 21 orders, amounting to nearly $750.00. His best day's business was secured on Tuesday, but it took eight orders to aggregate $218.00. Here is another man that proves that big orders are not absolutely necessary to a good total.

Mr. Byron did not get to work the first week, due to the remoteness of his territory. There is one day's report lacking, but as we understand he spent that time on the train, we presume that there was no business to be had then. It took 17 orders to reach a total just under $700.00 He secured three orders each of four days, and five orders on Thursday.

Mr. Lindon is another new man, who has a small territory in the far West where he is handicapped more or less by unfortunate transportation conditions. For this week he secured six orders, amounting to over $650.00.

His best day was Friday, when he secured three orders amounting to $311.00.

Mr. Atherholt has had previous calendar experience, but this is his first year with us. For this week he secured business five days, and altogether there were 13 orders, amounting to well over $500.00. His best day was Friday, when he secured five orders aggregating $228.00. He was able to do business on Saturday, for we find that he secured four orders amounting to nearly $125.00.

Mr. Hayes is new at the calendar game, but he fortunately was able to close several nice orders during the week, although there were only three of them altogether. On Tuesday he got a nice bank order amounting to $319.50; on Friday another amounting to $150.00; and one other order brought his total up to over $500.00.

Mr. Wallace is a new man with us and had really not gotten started in his territory. He put in several days working some small towns, securing six orders amounting to over $400.00.

Both of the McDonalds did good stunts, W. A. securing four orders amounting to $407.75, and H. B. securing eight orders amounting to $406.85. Mr. McFadden secured nearly eight orders amounting to $406.85. Mr. McFadden secured nearly $400.00, divided among eight orders.

Others who reported a fair business were Mr. Saxton, Mr. Paige, Mr. Lambert, Mr. Bing, Mr. Grossman, Mr. Williamson Mr. Parks, and Mr. Whittier, while there were a number of others who did just fairly well.

Day's Business.

There is quite a bunch of men who are going after one of the prizes which is given for the man who goes through with the fewest days without business. These include Mr. Barber, Mr. Beelman, Mr. Carter, Mr. Cies, Mr. Coleman, Mr. Fadely, Mr. A. E. Gerlach, Mr. K. H. Gerlach, Mr. T. R. Gerlach, Mr. Lambert, Mr. Lindsley, Mr. H. B. McDonald, Mr. McFadden, Mr. Meyer, Mr. Roberts, Mr. Rowe, Mr. Shimmin, Mr. Thompson, Mr. Ungerer, and Mr. Woodman. Twenty men who secured business every day is a pretty good record, and if these twenty men can do it, why cannot the remainder of the force? Unfortunately, we cannot say that there are twenty more who missed only one day. We wish every man would go out with the determination to not let a single blank report come in.

By the way, some of the boys are objecting to not being given credit for a clean week the first week they were out. There were several who lost on New Years day and this they considered a holiday, in fact, some places it was impossible to do any work that day, though there were a number who managed to secure an appointment and sent in orders on New Years day.

Number of Orders.

We have not found it convenient to report the percentage of increse in business over last year, so we are making a list of the number of orders taken. The showing under this head is much better than it was last year, just as the showing is better this year under all heads.

Mr. T. R. Gerlach leads with 27 orders, Mr. Barber follows with 21. Mr. Rowe and Mr. Roberts tie for third place with 20 each. Mr. Byron is No. 4 with 17. Mr. Thompson is No. 5 with 16. There were quite a number of others who had six orders or more.

There is a strong rivalry for those original paintings which we are giving out as prizes, and the man who wants any one of them has got to do some tall hustling. There are a number who are tied for first place under "Days Business," so you will have to do some hard work on the other points to finally win out.

SOME GOOD ORDERS

The following is a list of some good orders landed during the week ending Jan. 9th:

Mr. Albert sold a manufacturer of metal ornaments and jewelers findings' "Lincoln in '61" in De Luxe style, the order amounting to $245.00. A cigar company placed an order with Mr. Bruce for "Virginia" in 15x20 De Luxe mount at $130.00. Mr. Bruce also sold a real estate concern 1000 P6001 at $140.00. A Hardware dealer placed an order with Mr. Beelman amounting to $135.25, the subjects sold were "Where Might is Right" in series 23 and "The Sentinel" in series No. 7 roll with mailing tubes.

Mr. Cies sold a milling company "Autumn in the Tyrol" in series 3 roll, also 1000 in De Luxe style D-27, the order amounts to $187.30. He sold a dealer 3600 Palm series mailing cards with envelopes, etc., the order amounting to $99.30. A manufacturer of clothing, furnishing goods, etc., placed an order with Mr. Coleman amounting to $137.00, the subject they selected was "Marion" in De Luxe style D-16.

Another good order of Mr. Coleman's was taken from a wholesale grocery concern, the subject selected was "An Island Princess" in series 3 roll. This order amounts to $150.00.

Mr. Hayes sold a coal company 250 of "The Sisters" in series 4 roll and 250 of "Alice" in series 5 roll, the order amounts to $150.60. Another splendid order secured by Mr. Hayes is from a bank, he sold them 2500 of "Violet" in De Luxe style D-28 at $319.50. Mr. A. E. Gerlach sold a laundry 1000 of "Autumn in the Tyrol" in series D27 at $135.00.

Some of the good orders secured by Mr. K. H. Gerlach during the week mentioned above are as follows: A coal and lumber dealer gave him an order amounting to $324.00, their selection was "Autumn in the Tyrol" in series M13. A bank order amounted to $277.00, the subject sold this institution being "An English Fishing Village" in series M7. Another bank gave Mr. Gerlach an order amounting to $140.00, their selection was "An Island Princess" in series M18. A hardware dealer selected "Violet" in series M-28, their order amounts to $101.00. Another bank order that Mr. K. H. Gerlach landed calls for "Monarch of the Barnyard" in series M6. Still another bank order amounting to $170.00, calls for "Lincoln in '61" in series M13. An insurance company order amounts to $190.50, the subject sold these people is "The Sisters" in series M19 and series M-4. A dealer in grains and produce placed an order with Mr. Gerlach amounting to $120.00, their selection being "A Virginia Home in Summer" in two sizes in De Luxe style, and "The Evening Song" in series 3 roll.

Mr. Lindon sold a firm of brokers "Autumn in the Tyrol" in series M-3, the order amounting to $177.00. An electric company gave him an order amounting to $135.00. They would not be satisfied with one subject so he sold them 1000 De Luxe mounts in series 28. Another good order Mr. Lindon landed was from a bank, amounting to $140.50. These people selected all duos. The same day Mr. Lindon also sold an electric company a fair bill, the subject sold being "The Sentinel" in series M7 mount and a small lot of jumbo mounts, the order figures $133.00.

Mr. Lindsley's best order of the week was secured from a brewing company. The subject that landed this "plum" was "The Sisters" in series M-4, the order amounting to $379.00. In this connection Mr. Lindsley states that this order was secured in the fiercest kind of competition, but they could not get away from "The Sisters." Another good order of Mr. Lindsley's was secured from a lumber company, amounting to $116.35, the subjects sold being "A June Rose" in series M4 and "Violet" in De Luxe style D16.

Mr. Lott sold a drug company "Beech Forest—Springtime" series M27. This order amounts to $160.00. Another fair order of Mr. Lott's was given him by a dealer in coal and feed. It amounts to $121.00 and calls for "A Golden Harvest" in series M22 and "Ready for the Day's Work" in series M25.

Mr. W. A. McDonald, or "Big McDonald" as we speak of him to distinguish him from Mr. H. B. McDonald, secured a couple of good orders during the week, one being from a real estate and insurance company amounting to $157.50, the subject selected being "Lincoln in '61," a small lot in series M4 mount and 1500 in series M27 mount. Another good order was from a live stock insurance company, the subject sold them being "Ready for the Day's Work" in series M25. In connection with this order we want to say that the first order is merely a trial order and before we are through with these people the order is likely to run up into several hundred dollars.

Mr. H. B. McDonald sold a lumber dealer "Alice" in D6 with reinforced mailers at $139.15. Mr. McFadden sold an insurance company an assortment of hangers and mounts, the order amounting to $115.50. Mr. Meyer secured an order from a bank amounting to $140.00, their selection being "An Island Princess" in series M18. Two of Mr. Moore's good orders of the week were both from banks. The first amounts to $100.20, and calls for 400 rolls. The second bank order calls for 500 D16 and 25 of "Autumn in the Tyrol" in series 3 roll. It amounts to $114.75. Mr. Morton secured a good order form a bank amounting to $226.00. He sold them 500 of our jumbo hangers, "The Sentinel," with tubes. A lumber dealer placed an order with Mr. Myers amounting to $116.00, their selection being "The Sentinel," 100 jumbo mounts and 300 in series M7.

Mr. Osmun landed a nice order from a stove manufacturing company, their selection being "Eleanor" in D28 series. This order figures $209.00. Mr. Paige secured an order from an insurance company amounting to $99.00. He sold them 500 of M-20 "Answering the Midnight Alarm" in series M22 mount and 1200 post cards. Mr. Reilly secured an order from a real estate company for "Moonlight on the Old Canal," the order amounting to $99.00.

Mr. Roberts secured a splendid order from a general merchandise store. The order was for 4000 of "His Last Farewell" in series M20 and 600 Palm series mailing cards, amounting in all to $582.00. A bank placed an order with Mr. Roberts amounting to $135.00, their selection being "Dutch Fishing Boats" series M21.

Mr. Rosenfield secured an order from a dye house amounting to $136.00, the subject sold being "The Sisters" in series M4. Mr. Rowe sold a piano dealer 1000 of "Reverie" in series M47, the order amounting to $105.00. Mr. Scott sold a large bakery 1000 of "Lincoln in '61" in series M4 at $260.00.

Last year Mr. Shimmin sold a concern dealing in nitrate a nice order amounting in all close to $500.00. This year he called upon them early and they selected "Moonlight on the Old Canal" in series 15x20 mount. They gave him a straight order amounting to about $500.00 and an additional order amounting to $500.00 making the total order about $1000.00, the additional order can be cancelled at the option of these people up to Feb. 15th. The reason for this is that the buyer made his selection without consulting the heads of two or three of the other agencies, and while the gentleman that does the buying is the

general manager for the United States, he did not feel like giving a straight order for all of the agencies without first submitting them a sample. Mr. Shimmin takes no subject-to-countermand orders unless he has good reason to believe that they will go through. In fact last year while he took some orders of this character on account of conditions, practically every one went through, therefore we are very confident that this whole order will stick and it certainly is a nice one. Another good order of Mr. Shimmin's was secured by him from a trust company, calling for 1000 of "Twilight" in series M14 at $155.00. He also sold a fertilizing company a bill amounting to $148.75, the subject selected being "Alice" in series D6. A fire insurance company gave Mr. Shimmin an order for 400 of "Tender Memories" in series M2 at $114.50. Still another fertilizer company placed an order amounting to $101.20, their selection being "Violet" in series 28 and M8 with 250 reinforced mailers for the mounts.

Mr. H. E Smith secured an order from a wholesale dealer in liquor, which calls for 1000 plain business calendars P6001 and 500 tubes. John Dean Thompson secured three good orders during the week. He sold a laundry 1500 of "A Little Mimic" in series M27 at $145.00. A dairy gave him an order Forest—Springtime" in De Luxe style D27, the order for 500 each of "Autumn in the Tyrol" and "Beech amounting to $135.33. A real estate and insurance man gave him an order amounting to $116.25, their selection being "Moonlight on the Old Canal" in series M7 and in series M30. Mr. Ungerer secured a nice order amounting to $191.00 for 1200 of "Marion" in D28 and 125 of "Doris" in series 6 roll. Dr. Wallace secured an order amounting to $171.60, the subjects being "An English Fishing Village" in series 2 roll and "Edge of the Wood" in series 3 roll with 1200 blotters. Mr. Whittier secured an order from a laundry amounting to $120.00, their selection being "Tender Memoiries" in series M22. Mr. Woodman secured an order from a bank, the subject sold being "The Sentinel" in series 1 roll and series M7 mount at $110.00.

K. H. GERLACH'S SECOND WEEK.

In spite of one day practically lost on account of illness, Mr Gerlach had a very good total for the week. As has been stated, Mr. Gerlach changed his route materially this year, and to good advantage. At the same time, he was not sure how he was going to come out when he visited his towns which he ordinarily makes on his first trip out. He arrived at his first town Monday and found that the "Big Three" and several others had all been after his good order which he secured last year, but the buyer had waited and Mr. Gerlach had not the slightest trouble getting the order, in fact, the people in the office remarked that he had by far the best line. He says:—"They said our line was far better because it was so different from the rest; that the Murphy and Osborne lines looked so much alike that it was very much like showing one line twice." They had had memos from the other houses, but this was never spoken of after Mr. Gerlach had shown his goods. In regard to the other fellows he says:—"I failed to find where a single order had been placed."

In his next town Mr. Gerlach had a good year last year, but he was there ahead of the rest of the bunch. This year he expected to find trouble ahead, for he knew that they had all been there before him, but to his surprise the only thing he found that had been taken was one order of $32.00 subject-to-countermand and this he was able to queer. Altogether, he got $900.00 worth of business out of the town, while the others got left. Mr. Gerlach says that the pet argument put up by the Murphy man when a prospective customer tells him he is going to wait for Gerlach is this:—"The Murphy Co. is putting out just as fine a line of calendars now as they did when Mr. Gerlach sold you. What reason have you for not giving me a chance?" The argument doesn't work, however, and Mr. Gerlach answers it very cleverly. He says:—"What the Murphy man says is doubtless very true, but he neglected to add that the line that Mr. Gerlach now sells is a great deal better than the one he sold when he was with the Murphy Co.," and the customer agrees with him.

A "BOQUET" FOR CALENDARS AND SALESMAN.

We thoroughly believe in the idea of strewing flowers along the paths of the living rather than laying them on the tombs of the dead, therefore, we appreciate the figurative "boquets" that come our way and it gives us great satisfaction when the salesman is included, as is the case in a letter received from one of our best customers in the South, the salesman being Mr. Shimmin. It is not at all surprising, if one may judge from this letter, that Mr. Shimmin is making such splendid gains in his last year's business. Neither is it surprising that he is able to do so when his pleasing personality is backed up by satisfactory service from the house. This customer is a large dealer in fertilizer material, and they bought 5,000 calendars, using the subject "Virginia." These were mailed in reinforced mailers from the factory and seem to have been delivered to their customers in a satisfactory manner. Here is the letter:

We thought perhaps you would like to know that the calendars you mailed out from Joliet have been delivered to our different customers and so far we have heard no complaints as to their condition on arrival so presume they carried as well as the ones we have seen personally. These calendars this year have been greatly complimented which of course reflects a great deal of credit on your work.

We think your success in this part of the country is due a great deal, too, to the untiring efforts of your representative, Mr. Shimmin, who is certainly most energetic in your behalf and very convincing in his arguments and makes it quite hard to refuse his offerings whether one is prepared to buy or not. He is a pleasant gentleman to meet and we trust his year's work will show a fine record and we do not doubt that it will.

Awaiting your favors, we are, Yours truly.

JUMBO CALENDARS NOT ROUGHED.

You will find that the samples of the Jumbo Hangers are not roughed. This is due to the fact that the sheet is so very large that it is not safe to run it through the rougher, on account of the likelihood of the paper wrinkling and damaging both the calendar and the machine.

OSBORNE LOSES AGAIN.

We will all have to admit that the Osborne Co. is probably the best known calendar concern in the country. It is the oldest and has done more persistent advertising than any other house. Furthermore, it's work is high class. We are ready to grant all this, but since the Osborne Co. came into existence there have been a number of other calendar concerns organized, and at least two have made a pronounced success, so pronounced, in fact, that they may be said to be rivals of the Osborne Co. so far as volume of business is concerned. That there is still room for one more is evidenced by the phenomenal success with which this company has met during its brief career. But, aside from the fact that there is room for another company, it is exceedingly gratifying to find that G.-B. calendars can compete with the product of the oldest and largest house in the business, and this has been proven many times during the past year and again during the past several weeks. It is not at all uncommon to have an old Osborne customer tell us that "the calendars we bought of you were better than any we have ever used before," or, that "they created a better impression than any we ever used before." When such a case comes up the salesman has plain sailing. Mr. Beelman met with just such an instance the other day. The order amounts to $167.83. The buyer was a bank. The subjects they selected were "Lincoln in '61" and "A Little Mimic," and this is Mr. Beelman's story:

Enclosed order came to me in a very pleasing manner. This bank had bought for eight consecutive years of the Osborne Co., and gave me their order last year. Incidentally the Assistant Cashier told me today that the Osborne Co. had never furnished them a calendar which pleased them as well as "His Last Farewell" and "Security," the subjects I sold them.

When I arrived on the scene this morning, the Cashier announced that he had found a subject in the Osborne line which he intended to buy in July, but he wanted two subjects and would give me a chance at the second subject, which he would buy later on, providing I had what he wanted. After hanging about a dozen De Luxe mounts on the walls of the Directors' room I invited him in, and inside of fifteen minutes he gave me his order for both subjects and I did not even ask for it. The man was actually so pleased over what he had bought that he called for two of the Directors and made me wait until they came and saw the selection he had made.

C. M. BEELMAN.

WAITING FOR THE G.-B. LINE.

Some of the new salesmen are complaining because they find calendar buyers waiting for this, that, or the other line. They must remember that the salesman himself is largely responsible for this, and such a condition of affairs cannot be worked up in a single season. It takes time. Where the G.-B. line has an equal opportunity, there will be just as many people waiting for our salesmen as for the "other fellow's." For example, here is a letter which came in this week. It is from a Savings & Loan Association in Illinois:

In the last week or ten days hardly a day has passed but that some representative of a calendar house has called on us. But as yet we have not seen any one from your house.

We would be glad to have you advise us how soon the representative from your house will be in this vicinity. And while this letter is not intended as binding us in any way to place our order with your representative, yet we should be glad to have him call as soon as possible, as it is our intention to place the order very soon.

Heretofore your Mr. Gerlach has been the representative of whom we have made one or two purchases.

JUMBO CALENDAR MAKES A HIT.

We hesitated about going to the great expense necessary in making up a Jumbo Hanger. The initial expense is something enormous, but it is evident that we did the right thing. Not only does it encourage the salesmen, but it has made a hit with buyers. If you are not selling Jumbo calendars you are missing many a good sale. This is what Mr. Osmun says of it:

Jumbo calendars just at hand and out of sight. Nothing equal ever made before.

HELPING YOUR CUSTOMER

The salesman who makes it a point to help his customer not only with his selection, but with his advertisement is going to increase his business materially. Every G.-B. salesman should be an expert in advertising. To show that the customer generally appreciates your assistance in a case of this kind, we submit herewith a letter which Mr. Cies received in answer to his circular letter early in the year:

Your circular dated the 24th relative to your trip this coming season, and saying that you will call upon us, was duly received today. In reply will say that the calendars we purchased from you last year have made a great hit, and we have received a great many compliments upon them.

You remember that we bought the "Lawson Bulldogs" and coupled that with an ad suggesting security for our customers' funds, and I believe we are getting more good from them than any other one advertising scheme we ever used.

We will wait until we see your line, and hope that

you will have some other "catchie" calendar for us next year.

* * *

You may recall that during the Convention Mr. Cies told the story of how he called on a man who was going to use pocket knives and would not under any circumstances use calendars. Mr. Cies introduced some poetry and showed him how to use it. The subject selected was "Marguerite." When Mr. Cies called on him this year he had no trouble in securing his order for 1910 calendars, although the representative of one of our big competitors lives in his town, and went after him for buying from an outsider. This didn't seem to make any difference, because he appreciated what Mr. Cies had done for him. The fact is he appreciated it so much that he gave Mr. Cies a bunch of letters which he had received in acknowledgement of his calendars. Mr. Cies' customer is a big grain dealer and his letters are from Milling Companies. The first one is from Texas, and reads as follows:

Would like very much to have one of your beautiful calendars to hang over my desk. Enclosed find five cents in stamps, and if same is satisfactory, please send me one, and greatly oblige.

Here is another from a Texas miller:

I will be very thankful for one of your calendars, "Marguerite." I think it the best piece of work I have ever seen in the calendar line.

Thanking you in advance and assuring you I will do you some good in making sales, I am

Here is still another from Texas:

"Marguerite" arrived today and she is certainly a beauty. Please accept our thanks for the remembrance, and rest assured that same has a prominent place in our office. We return the compliment by today's mail.

An Oklahoma miller says:

We received your calendar yesterday and think it a very attractive advertisement, and we cetrainly appreciate your courtesy.

A Kansas miller writes:

We wish to thank you for your "Marguerite" calendar which arrived several days ago. It certainly is a beauty. But we trust that the "plugging" which "Marguerite" is going to do does not mean that she is going to "plug" cars on us.

Another miller says:

We thank you very much for favoring us by mailing one of your 1909 calendars to our office. This is a very nice calendar, but was badly broken when it reached our office, and if your supply is not too limited, would like to have another.

Incidentally, Mr. Cies called on this last party and secured an order amounting to nearly $500.00 last week.

HOUSE CALENDAR MAKES A HIT

By the time this reaches you our house calendar will have been mailed to our entire advertising list. In order that you may all understand the comments which we publish from time to time, we will explain that our house calendar in the North is "Lincoln in '61;" in Canada and the South it is "A June Rose." While we believe that Lincoln has an established place in American history, yet it is a fact that in some portions of the country there might possibly still remain some sectional feeling, so in order to avoid arousing that feeling we decided it was best to send out our original selection for a house calendar, "A June Rose," to those states. We assume also that a strictly American Historical subject would not be so interesting in Canada as in the United States, so we will send "A June Rose" into Canada. We have on our walls specimens of the house calendars of our three leading competitors, and we are willing to stake our success and reputation on a comparison between the four of them.

We have already received a considerable number of acknowledgments, many of them strongly complimentary, but we are only going to use a few in the Review. We have also received several letters from the boys, and a number of them have expressed themselves as being very highly pleased to learn that we were sending out "Lincoln in '61." Here is one from that noted enthusiast, Mr. Cies, under date of Jan. 15th.:

I cannot tell you how surprised I was nor how glad when I saw our house calendar today for the first time. I had thought all along that we were going to use the Blenner and while I had said very little, I must say frankly that I did not like it—for a house calendar.

We have something so different from what the other houses are offering now, that like our calendar last year, it is in a class by itself.

I have seen seven or eight of them today and everyone of them received a warm reception and either went up in a conspicuous place or over one of the other houses.

Brown & Bigelow made such a fuss last year about selling their Lincoln pictures for this year, and placed so many of them, now we come right into towns where they were sold and lay them all in the shade with one of the best Lincolns that will ever be published.

I have been showing our line the past few days to people who know good art, and to hear the flattering things they say about our pictures and the work is making me "crazier" than K. H.

I wish every one of the boys could feel about it as I do for I know they could sure sell them if they did.

H. W. CIES.

Mr. Osmun:—"The Osborne calendar is out, and is a disappointment after what they have promised the people." This is the way a customer of theirs expressed himself to-day. The Lincoln picture will be the greatest hit ever made by a house calendar.

COMMENTS BY CUSTOMERS.

Lumber Dealer, Waverly, N. Y.—We are just in receipt of your beautiful art calendar "Lincoln in '61"

—for which please accept our sincere thanks.

Bank, Rochester, N. Y.—We beg to acknowledge receipt of your handsome calendar for 1909, for which please accept our thanks.

Manufacturer, N. Y. City.—Undersigned would appreciate one of your yearly calendars, such as you have already forwarded to this office. We thank you for your kindness in this matter, and assure you that this is one of the very finest received so far this year.

Printer, N. Y. City.—Your calendar was received by us today, and we thank you very much for same as it is very pretty.

Commission Merchant, Chicago.—Your beautiful calendar received this morning, and we wish to thank you very much for having remembered us in so pleasant a way.

Manufacturer, Syracuse, N. Y.—We are pleased to acknowledge receipt of your handsome calendar, for which accept our thanks.

Manufacturer, Binghampton, N. Y.—Your 1909 calendar received this morning and think it very pretty. Wish to thank you for remembering me.

Wholesale Feed, Pittsburg.—We received your calendar today, and can state that it is one of the prettiest we have seen this season.

Wholesale Lumber Co., Pittsburg.—Beg to acknowledge receipt of the very handsome calendar you so kindly mailed us, and want to express to you our appreciation of same.

Hardwood Lumber Co., Buffalo.—Wish to thank you for remembering us with your calendar for 1909, which is a very good one.

Lumber, Adams, N. Y.—Your art calendar received, for which accept my thanks. It is certainly a work of art.

Manufacturer, Oneida, N. Y.—Beg to acknowledge receipt of your calendar for 1909. We shall appreciate it very highly.

Bank, Little Falls, N. Y.—We are indebted to you for an unusually artistic calendar for the present year, and beg to thank you for remembering us in that connection.

Wholesale Hardware, No. Tonawanda, N. Y.—Your 1909 calendar came promptly to hand this morning, and by way of acknowledgment, permit us to say "We take off our hats to you."

We had sort of elated ourselves with the idea that ours was the ONLY calendar, (it is one of Lincoln); in fact, we have not seen any we liked better, but upon unrolling yours, we were forced to openly admit that it was one better.

Thanking you for your kind remembrance, and with best wishes for a prosperous business during the coming year, we remain, etc.

Grain Merchants, Chicago.—We were very much pleased to receive your splendid calendar, and to say the least, it brings back to life the man, Abraham Lincoln, and this of itself makes the calendar all the more appreciated. You have our thanks for remembering us.

NEWS FROM THE FIELD

MR. FINLEY'S FIRST WEEK.

As we promised you, here is Mr. Finley's own account of his first week's work:

On the morning of December 28th at 8:30, I was at the office of a large paper box works who had bought from me for several years for the Osborne Company. I found that the Osborne man had been there ahead of me, but as I had previously seen them and made an engagement, they told him to come on Tuesday. After they looked at the line, they said "nothing doing" until they had seen all lines, and they did not intend to buy until March. They gave me a promise not to do anything until the next Saturday, when I agreed to have a sample ready. I then jumped to a town 150 miles away, arriving early next morning.

When I entered the bank I was received as if I was going into a funeral room. The President gave me a silent pressure of the hand, and a sad look of sympathy, and murmured, 'How did you come to do it?' meaning—how did I have the misfortune to leave the famous Osborne Co. Of course, I did not expect them to buy from me, as they only could use the best, etc., etc. Yes, they would look, but positively would do nothing until they had seen the Osborne Co. He thought so little about it that he told the Cashier that he had better go and look me over. It was nearly lunch time before the President returned, and when he came into the Directors' room he was immediately attracted with what I had hung, but said they would lock the room and see me at 2 P. M. Well, it is enough to say that when I left I had their order for $454.00, and the President and Cashier said that it was the finest line they had ever seen.

My next jump was to ———, where I arrived late that night. I was at the brewery at 8, and as I entered the Secretary said, 'We will do anything in the world today but talk calendars. The proprietor is sick, and we have a gang of men cutting ice, and besides that we are not ready anyhow.' But I stuck and got the ladies over from the house, and at 3 P. M. got their order for $394.00.

I had a telephone engagement with a Bank at 3:30, and the Banker had his wife waiting, but as he is under the control of a Wellsboro bank, he would not decide at present, but would do nothing until I saw him again

From there to Mount Carmel, but found my big buyer just ready to leave town for a holiday visit. I went on the same train with him, and got a positive promise not to buy until he saw my line.

Friday there was nothing doing.

On Saturday I went again to my first town and found both Osborne and Murphy salesmen on hand, but again I won with an order for $581.00, and the buyer remarked that the Osborne line was the poorest of the three.

I wish to add that it seems the hardest thing for old Osborne customers to realize that it is possible for a new Company to break in with goods near their standard, and were it in our power to get them to wait to see our line before they bought, there would be but one finish to the famous Osborne Company.

C. A. FINLEY.

COMMENTS BY CIES.

"Say, boys, those De Luxe mounts are winners. They will whip competition out every time. Congratulations to the Company for allowing us to make up so many more sizes in the De Luxe. Putting "Violet" in the 12x24 was a good stunt and now allowing us to finish them in the De Luxe is like playing the game with five aces, and they say out here that nothing but a six shooter will beat that.

I did a very peculiar stunt yesterday. I don't know if you will approve of it or not. K. & Co. have bought relief work from W. & T. for years. They liked my line, but would not switch from the relief work. They had their order placed with W. & T. subject to countermand. When I couldn't turn them over I showed them that they didn't want calendars at all. They wanted mailing cards, which were far better for their purpose, and sold them $99.30 worth of them. If they like the results there is a possibility that they will increase the order.

Murphy and Osborne have their house calendars out here now. Murphy's is a "frost." Osborne's is a joke and the B. & B. mailing cards are rotten beside ours. Say, I'm going to make some money on those mailing cards.

The more I see of the line, the better I like it, and the more enthusiasm I get for it. Yes, 'It's great to be crazy,' and I sure would be if I wrote $1,200 in one day."

Of course, it was a very bad thing to switch a man from W. & T. calendars to G.-B. mailing cards, but we'll forgive Mr. Cies this time if he will promise to do it again.

A LINE FROM MR. WHITE.

Mr. White is working in New York City, and as this is new territory to him and there are comparatively few early buyers, he is not meeting with the immediate success that is falling to the lot to some of the other men, but he is full of confidence in the line and in his ultimate success. He says:

I am in receipt of the Review and very much interested and pleased with the reports of the salesmen from all over the country. Regret I cannot report a better showing. I cannot jump into the race and make such a sprint as I would like here in this city. Am sure I will get into the running after a while.

I read what the salesmen say about competition. Have taken three good orders this week and every customer had seen the Osborne Co. line. One thing I want to say,—and in saying this I do not wish to detract one iota from the G.-B. line, for it is the best I have ever seen,—I want to speak of the G.-B. salesmen as a body of men. The G.-B. Co. not only have the best line, but the best, cleanest, most capable lot of salesmen it has ever been my pleasure to meet, and I have met many. I am proud to be an sociate of such a high-class body of salesmen.

General Grant said "He always felt his enemy had as much to fear from him as he had from the enemy." In our case the enemy has as much more cause to fear us.

Gentlemen, you have the line, the salesmen and the true spirit of humanity and push, and before the year is over there will be a very different sentiment toward you from the other houses. We are all out to win, and I shall do my very best and know that every man will do the same.

S. H. WHITE.

THE MAN WHO PROMISES TO WAIT FOR THE OTHER FELLOW.

In connection with what has already been said about the fellows who promise to wait for someone else's line, here is an argument that has been used successfully by an old salesman. We will tell it in his own words:

I assume that a prospect of this kind is going to buy, and when he says that he has made a promise to another salesman, I make no objection, but begin showing the line just as though I was sure he would place an order with me. After I get him interested and he selects a subject he likes, I say to him, "The only way to secure that subject is to give an order now. I am out for business and must sell goods, and after I leave you my line will never be so valuable for you to select a subject from as at the present time, for when I make a sale I give the exclusive use of the subject and each hour's work takes from my line some valuable subject. I have called on you to give you the advantage my line offers now, and in your own interest, if you have found what you like, you should order now. This is true of all other lines and you will be compelled to make a selection from someone, and the selection you finally make may be the least desirable one both as to line and subject. You tell me you are busy and cannot spare much time, but by promising to wait for the other fellow on account of your desire to please him, you are wasting much valuable time, not only of your own, but of the salesman, and must finally disappoint all but one in the end and then you will probably not be as well served as you would be if you placed your order with me."

Then I tell him of the advantages our line possesses and why it possesses them.

"In the first place, one of the Managers of our Company has been connected with the calendar business in selecting subjects, arranging line, manufacturing same and putting it on the market, for many years and knows every detail from the factory on the road selling these goods, meeting the trade in person, and knows their tastes and desires, and by combining these practical features we are able to offer the best advertising value on the market."

These arguments can be enlarged upon and you can use them in your own way, but they are the foundation of a logical answer to the man who promises to wait. If you handle your proposition right, there is no reason but that you can make a sale in many instances.

Great is the G.-B. Co.

Most of you will recall meeting Mr. Osmun at the convention, who by the way is one of the oldest salesmen in the country in the calendar line, and who is pretty well along in years. Mr. Osmun however is as enthusiastic as a school boy over the new line, and in sending in a bank order amounting to $135.10 the other day, he writes as follows:

This is the only time I got the whole order for this bank. I swung them from buying a lot of small ones to a large and not so many.

A few days later the following letter was received accompanying another bank order amounting to $138.75:

This was a great victory, had seen all the lines and granted ours was the best. Bought last year of Murphy, Osborne and W. & T. We get the whole business. Great is the G.-B. Co.

MR SCOTT FEELS A LITTLE "CHESTY."

In sending in an order the other day, which by the way was not a large order as Mr. Scott states, a letter was attached which will follow. This order was a distinct victory for the G.-B. line as the buyer was a particular friend of Osborne's representative and it is such victories as these that give a salesman confidence. Mr. Scott's letter follows:

The enclosed order is nothing to crow over so far

as size goes, but I cannot help feeling a little cocky both because it was an Osborne customer, and because a friend of the Osborne representative whom I met on the car said I would have a hard time selling that man as "he was a particular friend of Mr. Davis."

The G.-B. Co. representative goes fishing sometimes and so does Mr. M——. Some of us old timers fish through the ice in Winter. Well I broke the ice in this case one Sunday last Summer, just to get even with Mr. Davis for beating me out of a certain order, and here is first blood, so far as I know. This Mr. Davis must be a fine fellow, from all the nice things they say of him, and I only hope that if any notice of this comes to his attention he will not take umbrage. With my line and his popularity I think I could play a close third to the Messrs. Gerlach.

JAS. T. SCOTT.

P. S. Also saw Osborne's calendar. Its motto is "Wait for the Osborne Man." Some people are unkind enough not to wait.

MR. MOORE IS OPTIMISTIC.

In sending in a report the other day consisting of three orders amounting to $181.05, Mr. Moore writes in a very optimistic strain, and one would almost judge from his letter that it does not require much salesmanship to sell G.-B. calendars. Of course we know that this is not true, as a salesman has to fight for every order. At least he has to make a fight to get them to look at the line and buy early. We, however, do agree with Mr. Moore that it is going to take some mighty hard plugging to get some of our customers away judging from the many splendid "bouquets" we have been receiving daily in the mail. If we have room in this issue we shall publish elsewhere some of these boquets whic are accumulating. If we cannot publish them now they will be published later. Mr. Moore's letter follows:

Enclosed find report with three orders for $181.05. You will notice that two of these orders come from my customers of last year and in each case are more than double last year's orders. Its going to take some mighty hard plugging to get these people away from the G.-B. Co. for in every case they seem to be with us to stay.

This has been an awfully hard week, as I have been compelled to take three nasty also expensive drives, but so far things look mighty good to

Yours truly, MOORE.

P. S. My customers in nearly every case seem almost as anxious to give me their orders as I am to take them.

Three days later another letter was received from Mr. Moore, which only bears out what we stated above regarding its not being an easy task to sell even G.-B. calendars, as many do not want to look early, but if you can get them to look the chances are you sell them.

Enclosed find report with two small orders. The order from the insurance company was booked after they had decided absolutely not to buy calendars. B. & B.'s man was turned away Saturday last, as was another fellow with some junk line, and I suppose I was handed about the same line of talk, but I succeeded in arousing a bit of curiosity through telling them about our great historical subjects, enough to say that they finally said, "well we will look at them for you." I knew then that I would have smooth sailing which I did, for they couldn't get away from our jumbos.

This is not a large order but simply goes to show what the line so often will do after they have decided not to buy.

MOORE.

MR. BEELMAN FEELS ELATED.

Mr. Beelman in reporting his week's work states that his total in comparison with the previous year is 4½ times as much and this is certainly a pretty good record. If he keeps up this gait or anywhere near this gait you can figure out where it will land him at the end of the year. Mr. Beelman is modest enough to attribute this gain not to salesmanship but to the line. It would of course be ridiculous to attribute it entirely to the line, as we all know that a line no matter how good it is will not sell itself, especially so in the calendar game, where a salesman's personality counts for a whole lot. Mr. Beelman writes:

While not accomplishing any record breaking stunts I am more than pleased with the results of this week's work. Last year my week's work here gave me but two orders, this year I obtained eight orders for a total 4½ times as great as last year. I do not attribute this to my salesmanship, as I am competing against two of the recognized stars in the calendar game, but to the fine impression the G.-B. Co.'s 1909 line and finished goods made on the buyers, as well as the swell line I have this year.

The big order here landed in the M. Co.'s net this year. The buyer told me that for general excellence we had the "big three" beat to a frazzle, but there was one particular subject in the M. Co's line that took his eye, so we will have to wait till next year for his order.

The Murphy Company's man lives here, and has been working here continually since Sunday, December 27th, he couldn't wait until the 28th. The previous week he put in calling on the trade and exacting promises from them to look at his line before buying. Last year he spent this first week in T. R. G.'s territory, but evidently got enough of that sort of game and decided to work nearer home.

The O. Co.'s and B. & B. men were here December 28th and put in a full week as well as the Meek man, Kemper Thomas and Kalamazoo, so you see I have been up against as fierce a game as anybody could possibly be. But there will be more G.-B. calendars distributed this year which is bound to help me next season.

With best wishes and assurance that I will do my best to help keep up the 100% increase throughout the entire year,

C. M. BEELMAN.

SORRY THEY BOUGHT EARLY.

We note that Mr. Paige states that he has not received the regular issues of the Review, and in this connection we want to say that they certainly were mailed and evidently have missed him. This only bears out the remarks we have made previously in the Review regarding the importance of the salesmen keeping us posted at all times on their routes, particularly their Sunday and Monday addresses,

so that we can always reach them at the end of a week. Mr. Paige's letter follows:

It gave me great pleasure both yesterday and this morning to have two of my customers say, "I wish I had waited to see your line before buying of Murphy. In one of these cases, a company that had bought 300 mounted calendars from Murphy I succeeded in placing 500 more of M5403 "Reverie."

These two buyers certainly recognized the superiority of our line, and it certainly is encouraging to a salesman to receive such complimentary remarks. I really believe that I will be able to take another order before dark because of the above encouragement.

Please see that I get the Review; I am anxious to see it not having had one since going out on the road.

HARRIE C. PAIGE.

MR. HUFFERT IS BREAKING INTO THE GAME.

Mr. Huffert is a new man on our force, in fact he is a new man in the calendar game, but he is traveling along with Mr. Shimmin in the South, that is to say that they are working down in the same territory but not together, although no doubt they arrange to get together quite often. We have every confidence in Mr. Huffert and are very sure that when he gets a little more familiar with the proposition, and the ways of calendar buyers that he will be heard from with regularity. In sending in an order the other day, the order by the way coming from people who had never used a calendar before, he writes as follows:

This is the first time the above people have ever placed an order for calendars. They have heretofore been using little account books, and declared emphatically when I called on them that they would not use calendars, never had and considered them too expensive a medium of advertising. But after going into the matter thoroughly and showing our line they saw the error of their ways.

W. C. HUFFERT.

COULTER ANSWERS TOO EARLY ARGUMENT.

Mr. Coulter secured several orders the other day in spite of its being "too early." His first customer was a bank, and regarding the order he says:

This bank bought of Woodward & Tiernan last year, and were quite satisfied; then it was "too early" anyhow to buy for 1910. I got permission to show a couple of subjects, and it was not long until the buyer was eager to see what was coming next. "Doris" captivated him, and he forgot it was "too early."

The clothing company did not put out a calendar last year, but the manager said that he did not object to looking at the samples, though I would be wasting my time. When his eye caught a glimpse of "Lincoln in '61" it was only a question of what size and how many. He is going to use the hangers in the school houses around his town."

By the way, that school house proposition is a good one, and a number of the boys have reported securing orders on that proposition.

NEW LINE NO GOOD.

One of the old houses in the calendar business, but one that has not been a competitor in art calendars is Wolf & Co., of Philadelphia. Within the last year or two they decided to get into the three-color game, heretofore having devoted their entire attention to lithographs. This year they advertised themselves as being the oldest and largest calendar house in America, and have done a great deal of talking about their three-color line. The first report we have on it from a salesman is from Mr. Ungerer who says:

A word regarding the impression that Wolf & Co.'s line of three-color work makes on calendar buyers in Baltimore—"It is not what we thought it would be." "Does not compare with your work, or that of any of the other leading houses." This is proof that it does not amount to much. J. N. Clark, the old Osborne salesman has dropped Wolf's line and is back with Osborne. I met him yesterday and asked what was the matter with Wolf's line, and he answered, "It is punk." Enough said. Another bubble busted.

BROKEN PROMISES.

About the easiest thing that a business man can do is to promise a salesman that he won't place his order until he comes around again. Some men actually mean it too, and won't place the order, but the majority of men make their promises with a mental reservation, or without giving it any particular thought, simply to get rid of the salesman. Then they use this promise as a reason to get rid of the next salesman. Fact is, about nine out of ten of these promises are so much wind, and can be broken if the right man with the right goods comes along. There is no greater enthusiast on the force than Mr. Moore. Last year he worked under the most trying conditions. He was new with our line and new in the territory. What business he got was by hard work and sheer merit of the goods. This year it is somewhat different. He has been able to demonstrate that his goods are right. The other day he secured an order for $80.00 from a bank that had promised to wait for both the Murphy Co. and B. & B. This is what he says:

This bank was glad to see me, but informed me that unless I would take a conditional order I need not open my case, but after seeing what I had they admitted that there could be no use in further waiting. B. & B. and Murphy Co. both had his promise to see their lines before buying, but about the best they could expect now is another promise for next year. This bank belongs to the G.-B. bunch, at least as long as they continue to publish such goods as we are carrying now.

The very next day Mr. Moore sent in a report with two orders amounting to $139.00, accompanied with the following terse comment:

Am glad to report that these are two more concerns whose names will not appear in the sales books of the Osborne and Murphy Companies this year, as has been the case for several years past. Neither of them even suggested waiting to see their lines, although they had bought their calendars right along.

G.-B. LINE BEST.

Mr. Bayley did not get started with the rest of the bunch, but as soon as he received his samples he began to get busy in his New York territory. Although he missed the Convention, and we did not have an opportunity to go over the line with him he has discovered that he is carrying a strictly first-class line. This is his comment:

Parties here who have seen the three leading lines claim that our line is far ahead.

Mr. Bayley shows his appreciation of the line by sending in business practically every day, and in nice bunches too.

"BIG" McDONALD A TRAILER.

W. A. McDonald, we generally designate him as "Big" McDonald here at the office, is learning the business rapidly. A few days ago he sent in an order from a bank amounting to $130.00. It was for 500 each of "Violet" and "Isabel" in the 8x14 De Luxe. Regarding the order Mr. McDonald says:

The bank order today was taken after Murphy's man showed on Monday, and B. & B.'s woman was on deck Tuesday, and there were four other calendar men in town during the week. At the bottling works they had decided to give up calendars, and on Tuesday the young man who had sold them for seven years called, but they would not let him even open his case. I was the fifth calendar man to call on them this week. That certainly looks good for the G.-B. Co.

That looks good for McDonald, but then a man of his physique can take liberties which a smaller man might be afraid to attempt. Mr. McDonald has certainly been demonstrating that he is a good trailer. It does not make any difference to him whether he comes before the other fellows or after them, and just because a concern has decided not to buy calendars is no reason for his dropping them.

A SUPPLEMENTARY REPORT.

We received a blank report from Mr. Scott a few days ago. He had worked hard all day and was dead tired and concluded that he was defeated. Accompanying his supplementary report is the following letter:

Am enclosing an order from one of our patrons of last year. Wrote you from Minneapolis about 5 P. M. I was going home dead tired, and no business. Afterwards I telephoned several of my friends of last year, and found one ready to see me, so I did not get a goose egg today; and another one will see me at 9 A. M. Mighty fine neighbors, Eh! We surely been quality folks around Merriam Park. Let my enclosed report take the place of the one sent from Minneapolis. Must get business now frozen ears or no ears.

BETTER THAN OSBORNE'S.

Mr. Reilly is one of the salesmen who finds that Osborne customers admit the G.-B. line is superior. Referring to one of Osborne's old customers, he says:

This party has never bought before September, and always of Osborne. The Osborne man has tried him twice during this week, but he had seen one of our calendars somewhere and decided to see our line. He is another man who says Osborne's line is very common this year. He buys 3500 calendars, and I will get the business.

A PLEASED CUSTOMER.

Here is what a Massachusetts customer says about his calendars. We are well pleased with our calendars. Every person who gets one sends two or more in for them. We have had a number of people offer to pay for them as much as 50c a piece. I think that looks good for your calendars.

AN APPRECIATION.

As you know Mr. Scott has taken the pains to send out his copies of the Joliet Herald with a letter to his prospects. While the following answer to one of his letters may not bring an order it certainly shows appreciation, and we will leave Mr. Scott to get the order:

We are in receipt of your favor of Jan. 7th and would thank you for the sheet from the Joliet Sunday "Herald" of Dec. 20th. Your people have certainly made great progress in the art calendar line. They deserve patronage as they have attempted at least—and we think succeeded well—in getting outside of the usual order of things in the class of goods they aim to produce. For style, finish, workmanship and subjects, your line was certainly the most satisfactory of any that we saw last year and should we use anything in your line for the coming season we certainly expect to do our business with you.

Thanking you for your kind wishes and wishing you abundant success for the coming season, I am, etc.

REGRETS PURCHASE.

An insurance broker buys before Mr. Beelman gets there and regrets it.

In sending in a nice order for "Autumn in the Tyrol" in series M-3 mount and series No. 3 roll amounting to $183.80, Mr. Beelman informs us that 1911 pads are to be attached, We will let Mr. Beelman tell his story:

Gentlemen:

I think you will be as much pleased over enclosed order for 1911 calendars, as I am, when you know how I secured it. This man had placed three orders for 1910 calendars taking his choice of the Osborne, B. & B. and Murphy lines. He didn't want to look at my line at all but finally consented and you never saw a more disgusted man in your life. He said that not one of the subjects he had

bought was in the same class with half a dozen of mine, said we simply had the "Big Three" distanced in subjects and workmanship and wound up by giving me, without even a suggestion from me his entire order for 1911. What finer compliment could be paid the G.-B. Line than that?

Yours truly,

C. M. Beelman.